Copyrighted Material

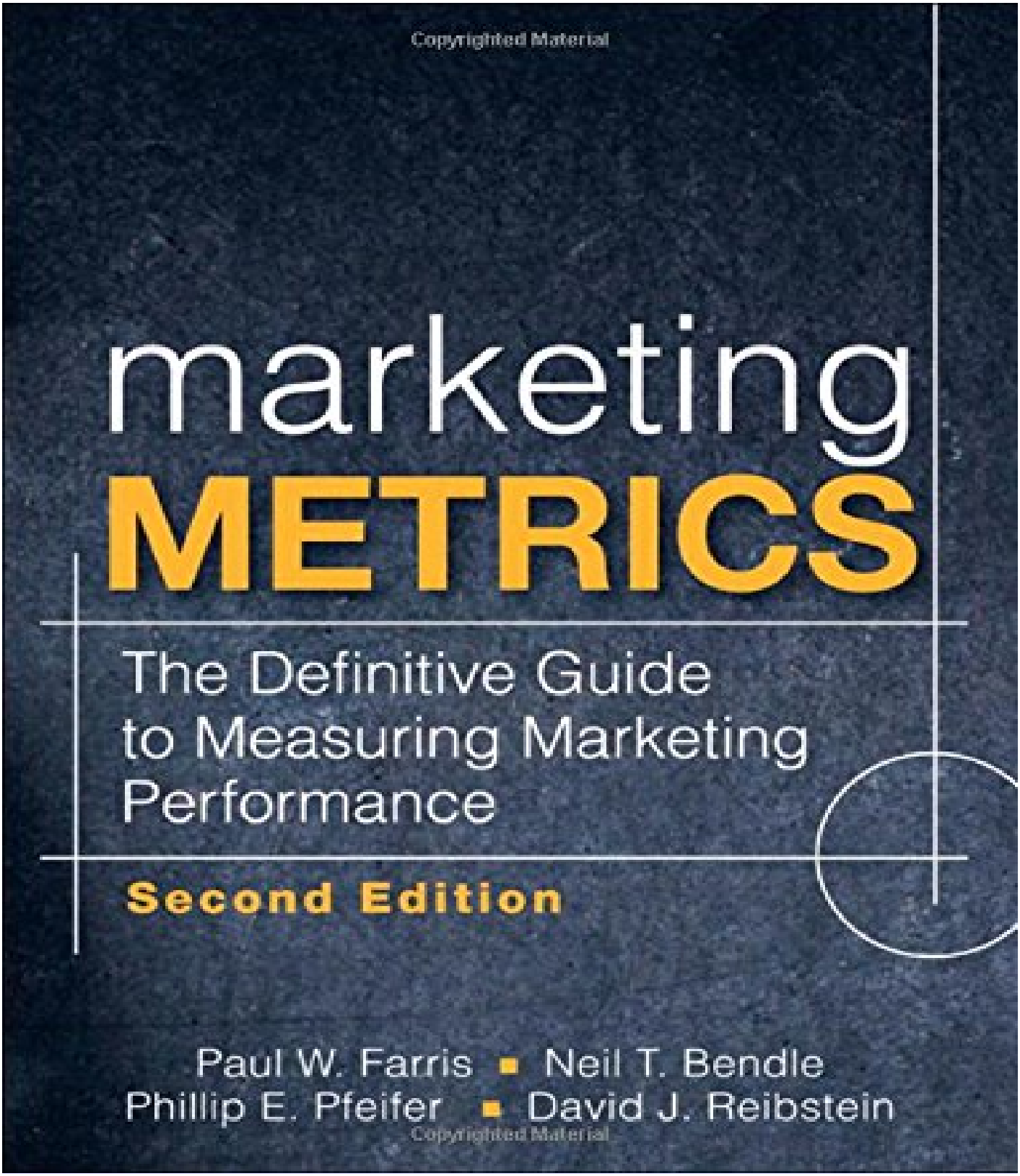
marketing METRICS

The Definitive Guide to Measuring Marketing Performance

Second Edition

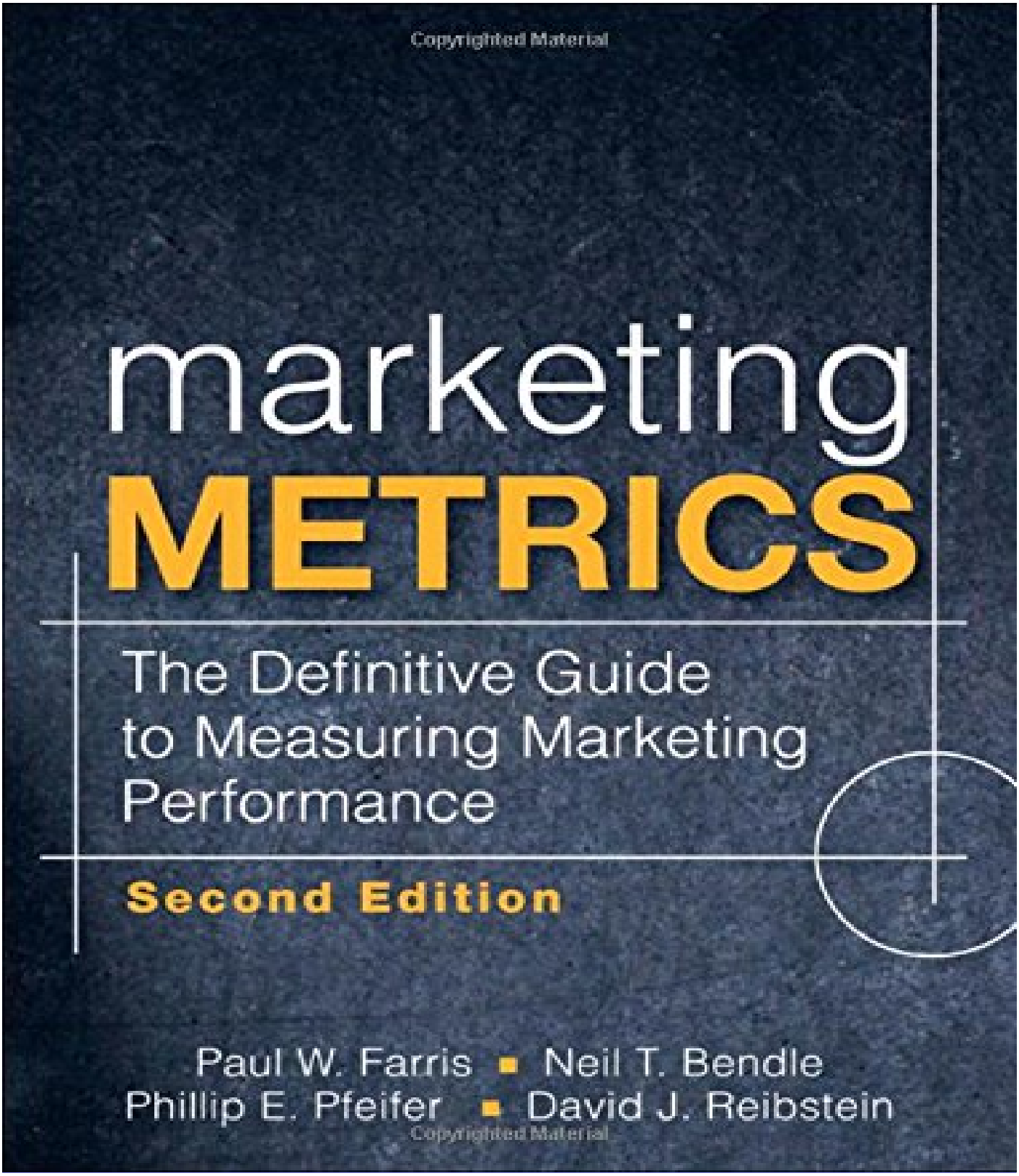
Paul W. Farris ▪ Neil T. Bendle
Phillip E. Pfeifer ▪ David J. Reibstein

Copyrighted Material



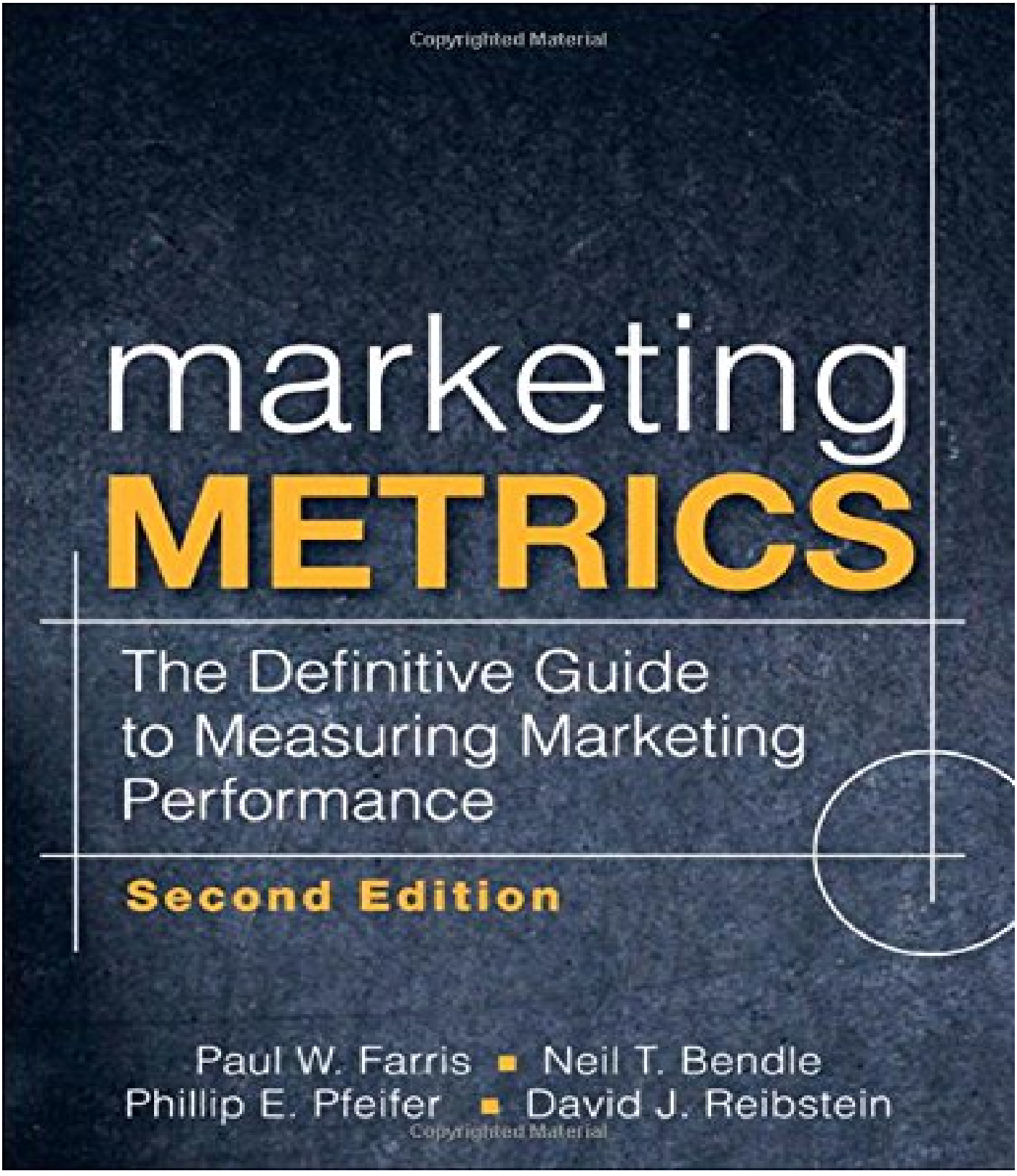
Marketing Metrics: The Definitive Guide to Measuring Marketing Performance

CLICK THE DOWNLOAD BUTTON BELOW..



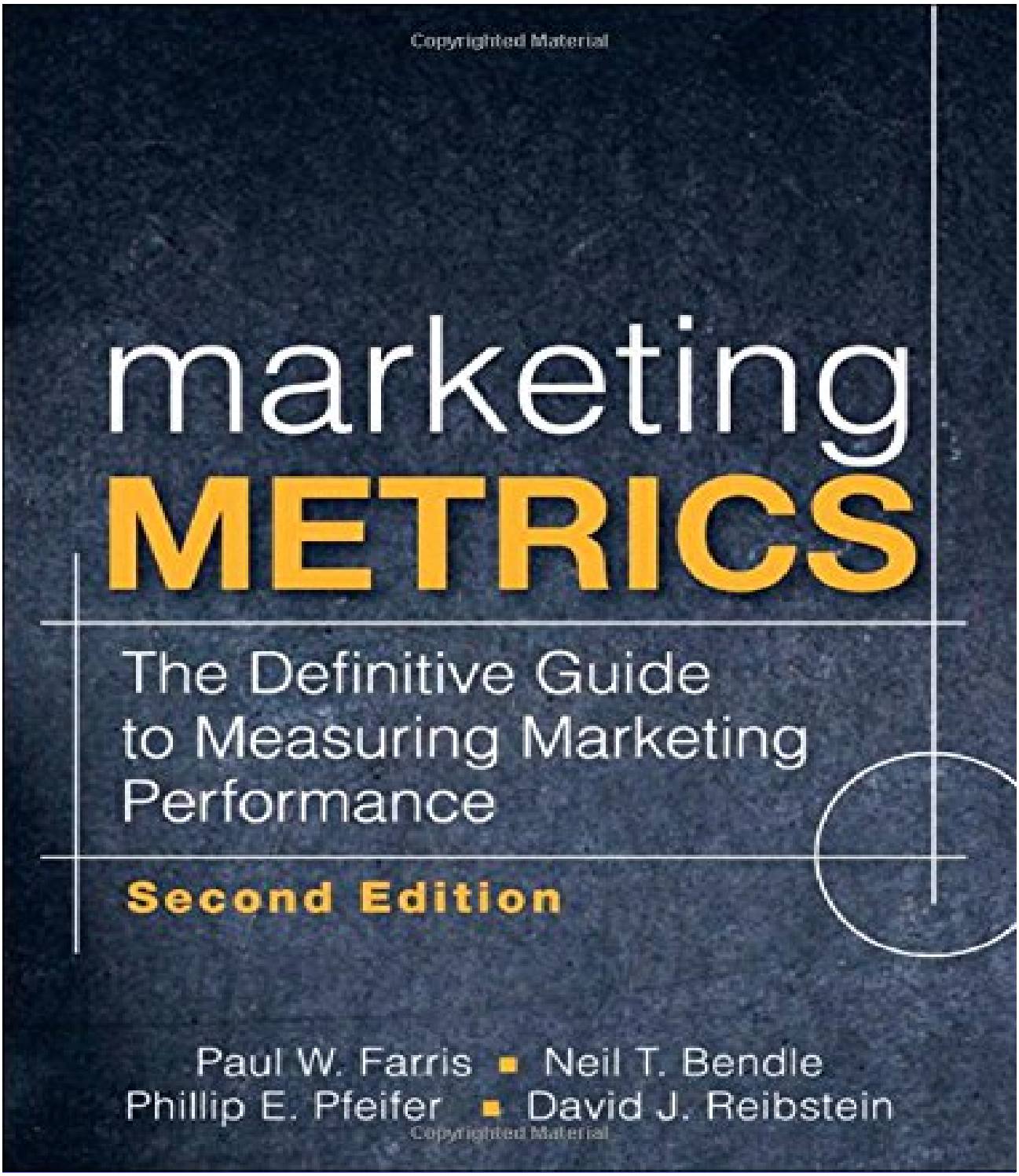
Marketing Metrics: The Definitive Guide to Measuring Marketing Performance

READ MORE DETAIL..GET STARTED



Marketing Metrics: The Definitive Guide to Measuring Marketing Performance

CLICK THE DOWNLOAD BUTTON BELOW..



Marketing Metrics: The Definitive Guide to Measuring Marketing Performance

READ MORE DETAIL..GET STARTED